## **ORDER**

Orders	Order / Rev:	105171	_	
	Alt Order #:	06839014	_	FID.
	Product Desc:	Issue	_	HD
	Estimate:	1565	_	KSNV
	Flight Dates:	08/07/12 - 08/14/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/06/12 / 12/03/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Patriot Majority	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Bill	Plan
<u> </u>	

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$62.025.00	\$52,721,25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$62,025.00	\$52,721.25	0.00
Totals	53	\$62,025.00	\$52,721.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$62,025.00
Market	100%	\$193,828.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,148.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$34,889.06
KTUD	1%	\$1,938.28
KVVU	15%	\$29,074.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,753.12

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	Ξ 1	KSNV	08/07/12	08/13/12	Wake Up Early w/	Wagn@M	430a-5a	MTWTS	30	3	\$150.001	0.00 NM	3	\$450.00
					Wake Up Early W	agners								
		WAKE L	JP EARLY	W/THE W	/AGNERS									
		Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
_	W	eek: 08/0	7/12 (	08/13/12	M-WTS	3	\$150.00	0.00						

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Order / Rev: 105171

Advertiser: Patriot Majority

Alt Order #: 06839014 Product Desc: Issue

Flight Dates: 08/07/12 - 08/14/12 Estimate: 1565 **KSNV** 

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	08/07/1	2 08/13/12		•	430a-5a	MTWTS	:30	3	\$150.001	0.00 NM	3	\$450.00
WAKE	UP FARI	LY W/THE W	Wake Up Early V √AGNERS	Vagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08	3/07/12	08/13/12	M-WTS	3	\$150.00	0.00						
E 2 KSNV	08/07/1	2 08/13/12	Wake Up Early w	-	430a-5a	MTWTS	:30	1	\$200.001	0.00 NM	1	\$200.00
WAKE	I IP EARI	LY W/THE W	Wake Up Early V	Vagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/13/12	M-WTS	1	\$200.00	0.00						
E 3 KSNV	08/07/1	2 08/13/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	MTWTF	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE	LID WITE	THE WAG	M-F 5-6a WakeU	lp w/Wagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/13/12	M-WTF	1	\$400.00	0.00						
E 4 KSNV	08/14/1	2 08/14/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	-T	:30	1	\$400.001	0.00 NM	1	\$400.00
\\\ \\ \\ \\	LID WITL	H THE WAG	M-F 5-6a WakeU	lp w/Wagners								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/19/12	-T	1	\$400.00	0.00						
E 5 KSNV	08/07/1	2 08/13/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	MTWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
\\\ \\ \\ \	LID WITI		M-F 5-6a WakeU	lp w/Wagners								
	art Date	HTHE WAG End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/13/12	M-WTF	4	\$400.00	0.00						
E 6 KSNV	08/11/1	2 08/11/12	News 3 Sunrise -	SATUROM	6a-7a	S-	:30	1	\$350.001	0.00 NM	0	\$0.00
NEWO	0 AT CU	NDICE 0/4 0	News 3 Sunrise 9	SATURDAY								
	art Date	NRISE 8/4,8 End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/12/12	S-	1	\$350.00	0.00						
Spot Cl	h Date Ra		1	_								
			escription		t/End Time		<u>eekdays</u>	Len				
	V 08/06/1		lescription lews 3 Sunrise - Sa				<u>eekdays</u> Sa-		<u>gth</u> <u>Rate</u> :30 <del>(\$350.00</del> )			
Cı		2-08/12/12 N										
C/ [C	V 08/06/12 redited REDIT-R	2-08/12/12 N EFUND]		ATURDA\6a-7				-			3	\$3,000.00
E 7 KSNV	V 08/06/12 redited :REDIT-R ' 08/07/1	2-08/12/12 N EFUND] 2 08/13/12	Olympics Late Ne	ATURDA`6a-7	a		Sa-	-	:30 <del>(\$350.00</del> )	0.00 NM	3	\$3,000.00
C/ [C E 7 KSNV 2012 S	V 08/06/12 redited REDIT-R 08/07/1	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS:	Olympics Late Ne Late News during LATE NEWS 7/	ATURDA\6a-7 ews 3 CM g Olympics	a 11pm-12:35a	m M-WTFSS	Sa-	-	:30 <del>(\$350.00</del> )	0.00 NM	3	\$3,000.00
C/ [C E 7 KSNV 2012 S St	V 08/06/12 redited REDIT-R 08/07/1 SUMMER art Date	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date	Olympics Late Ne	ATURDA 6a-7  ews 3 CM g Olympics  Spots/Week	a 11pm-12:35a Rate	m M-WTFSS Rating	Sa-	-	:30 <del>(\$350.00</del> )	0.00 NM	3	\$3,000.00
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2012 S St Week: 08 E 8 KSNV	V 08/06/1: redited :REDIT-R ' 08/07/1 :SUMMER art Date :8/07/12	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS	ews 3 CM g Olympics  Spots/Week 3 s CM	a 11pm-12:35a <u>Rate</u> \$1,000.00	m M-WTFSS  Rating 0.00	:30	-	:30 <del>(\$350.00</del> ) \$1,000.001	0.00 <i>NM</i>	3	, ,
Cr [C] E 7 KSNV 2012 S St Week: 08 E 8 KSNV	V 08/06/1: redited REDIT-R 08/07/1 SUMMER art Date 0/07/12 08/11/1	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New	ews 3 CM g Olympics Spots/Week 3 s CM	11pm-12:35a <u>Rate</u> \$1,000.00 5pm-630pm	Rating 0.00	:30	-	:30 <del>(\$350.00</del> ) \$1,000.001	0.00 <i>NM</i>	3	, ,
Cr [C] E 7 KSNV 2012 S St Week: 08 E 8 KSNV KSNV	V 08/06/1: redited :REDIT-R ' 08/07/1  SUMMER art Date 8/07/12 ' 08/11/1  EARLY N art Date	2-08/12/12 N EFUND] 2 08/13/12  OLYMPICS: End Date 08/13/12 2 08/11/12  EWS End Date	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early News	ews 3 CM g Olympics  Spots/Week 3 s CM	11pm-12:35a Rate \$1,000.00 5pm-630pm	Rating 0.00S-	:30	-	:30 <del>(\$350.00</del> ) \$1,000.001	0.00 <i>NM</i>	3	, ,
Cr [C] E 7 KSNV 2012 S St Week: 08 E 8 KSNV KSNV St Week: 08	V 08/06/1: redited REDIT-R 08/07/1 SUMMER art Date 0/07/12 08/11/1 EARLY N art Date 8/06/12	2-08/12/12 N EFUND] 2 08/13/12  OLYMPICS: End Date 08/13/12 2 08/11/12  EWS End Date 08/12/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New Weekdays	ews 3 CM g Olympics  Spots/Week 3 s CM s  Spots/Week 1	11pm-12:35a <u>Rate</u> \$1,000.00 5pm-630pm	Rating 0.00	:30	-	:30 <del>(\$350.00</del> ) \$1,000.001	0.00 <i>NM</i>	1	, ,
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Cr [C] E 7 KSNV 2012 S Week: 08 E 8 KSNV KSNV St Week: 08 E 9 KSNV	V 08/06/1: redited REDIT-R 08/07/1 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 08/14/1 Y SHOW	2-08/12/12 N EFUND] 2 08/13/12  OLYMPICS: End Date 08/13/12 2 08/11/12  IEWS End Date 08/12/12 2 08/14/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show M-F Today Show	ews 3 CM g Olympics  Spots/Week 3 s CM /s  Spots/Week 1 II 3rd H0M	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a	Rating 0.00  Rating 0.00 S-  Rating 0.00  -T	:30	3	\$1,000.001 \$650.001	0.00 NM  0.00 NM	1	\$650.00
Cr [C] E 7 KSNV 2012 S Week: 08 E 8 KSNV KSNV St Week: 08 E 9 KSNV	V 08/06/1: redited REDIT-R 08/07/1  SUMMER art Date 8/07/12 08/11/1  EARLY N art Date 8/06/12 08/14/1 Y SHOW art Date	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS End Date 08/12/12 2 08/14/12 II End Date	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show	ews 3 CM g Olympics  Spots/Week 3 s CM s Spots/Week 1 II 3rd H0M III Spots/Week	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a	Rating 0.00 S-  Rating 0.00 S-	:30	3	\$1,000.001 \$650.001	0.00 NM  0.00 NM	1	\$650.00
## CO   CO   CO   CO   CO   CO   CO   CO	V 08/06/1: redited REDIT-R 08/07/11 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 08/14/1 Y SHOW art Date 8/13/12	2-08/12/12 N EFUND] 2 08/13/12  OLYMPICS:	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show M-F Today Show Weekdays -T	ews 3 CM g Olympics  Spots/Week 3 s CM //s  Spots/Week 1 II 3rd H0M / II  Spots/Week 1	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a	Rating 0.00  Rating 0.00 S-  Rating 0.00  -T	:30	3	\$1,000.001 \$650.001 \$500.001	0.00 NM  0.00 NM  0.00 NM	1	\$650.00 \$500.00
E 7 KSNV  2012 S  Week: 08  E 8 KSNV  KSNV  St: Week: 08  E 9 KSNV  TODA  St: Week: 08  E 10 KSNV	V 08/06/1: redited REDIT-R 08/07/1 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 08/14/1 Y SHOW art Date 8/13/12 08/07/1	2-08/12/12 N EFUND] 2 08/13/12  OLYMPICS:	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show M-F Today Show Weekdays -T	ews 3 CM g Olympics  Spots/Week 3 s CM s Spots/Week 1 II 3rd H0M III Spots/Week 1 CM	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a Rate \$500.00	Rating 0.00 -T Rating 0.00 -T	:30 :30	3	\$1,000.001 \$650.001	0.00 NM  0.00 NM	1	\$650.00
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E 7 KSNV  2012 S  St Week: 08  E 8 KSNV  KSNV  St Week: 08  E 9 KSNV  TODA'  Week: 08  E 10 KSNV  WHEE  St Week: 08  E 11 KSNV	V 08/06/1: redited REDIT-R 08/07/1 SUMMER art Date 8/07/12 V 08/11/1 EARLY N art Date 8/06/12 V SHOW art Date 8/13/12 V SHOW art Date 8/13/12 U 08/07/1 L OF FOR art Date 8/07/12 V 08/14/1	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS End Date 08/12/12 2 08/14/12 II End Date 08/19/12 2 08/13/12 RTUNE End Date 08/13/12 2 08/13/12 2 08/13/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New Sa-Su Early New M-F Today Show M-F Today Show Weekdays -T M-F Wheel M-F Wheel of Fo Weekdays M-WTF	ews 3 CM g Olympics  Spots/Week 3 s CM /s  Spots/Week 1 II 3rd H0M / II  Spots/Week 1 CM rtune  Spots/Week 1 CM	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a Rate \$500.00 7-730pm	Rating 0.00S-  Rating 0.00S-  Rating 0.00 -T  Rating 0.00 MTWTF  Rating 0.00	:30 :30 :30	1 1	\$1,000.001 \$650.001 \$500.001	0.00 NM  0.00 NM  0.00 NM	1	\$650.00 \$500.00
E 7 KSNV  2012 S  St  Week: 08  E 8 KSNV  KSNV  Week: 08  E 9 KSNV  TODA'  Week: 08  E 10 KSNV  WHEE  Week: 08  E 11 KSNV	V 08/06/1: redited REDIT-R 08/07/12 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 V 08/14/1 Y SHOW art Date 8/13/12 V 08/07/12 L OF FOR art Date 8/07/12 L OF FOR	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS End Date 08/12/12 2 08/14/12 II End Date 08/19/12 2 08/13/12 RTUNE End Date 08/13/12 RTUNE End Date 08/13/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show M-F Today Show Weekdays -T M-F Wheel M-F Wheel of Fo Weekdays M-WTF M-F Wheel M-F Wheel of Fo	ews 3 CM g Olympics  Spots/Week 3 s CM /s  Spots/Week 1 II 3rd H0M / II  Spots/Week 1 CM rtune  Spots/Week 1 CM	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a Rate \$500.00 7-730pm	Rating 0.00S-  Rating 0.00S-  Rating 0.00 -T  Rating 0.00 MTWTF  Rating 0.00	:30 :30 :30	1 1	\$1,000.001 \$650.001 \$500.001 \$1,000.001	0.00 NM  0.00 NM  0.00 NM	1	\$650.00 \$500.00 \$1,000.00
E 7 KSNV  2012 S  St  Week: 08  E 8 KSNV  KSNV  Week: 08  E 9 KSNV  TODA'  Week: 08  E 10 KSNV  WHEE  Week: 08  E 11 KSNV  WHEE  Week: 08	V 08/06/1: redited REDIT-R 08/07/12 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 V SHOW art Date 8/13/12 V 08/07/1 L OF FOR art Date 8/07/12 L OF FOR art Date 8/07/12 L OF FOR art Date 8/07/12 L OF FOR art Date	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS End Date 08/12/12 2 08/14/12 II End Date 08/19/12 2 08/13/12 RTUNE End Date 08/13/12 2 08/14/12 RTUNE End Date 08/13/12 2 08/14/12 RTUNE End Date	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New Sa-Su Early New M-F Today Show M-F Today Show M-F Wheel M-F Wheel M-F Wheel of Fo Weekdays M-WTF M-F Wheel M-F Wheel of Fo Weekdays	ews 3 CM g Olympics  Spots/Week 3 s CM /s  Spots/Week 1 II 3rd H0M / II  Spots/Week 1 CM rtune Spots/Week 1 CM rtune Spots/Week	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a Rate \$500.00 7-730pm Rate \$1,000.00 7-730pm	Rating 0.00S-  Rating 0.00S-  Rating 0.00 -T  Rating 0.00 MTWTF  Rating 0.00 -T	:30 :30 :30	1 1	\$1,000.001 \$650.001 \$500.001 \$1,000.001	0.00 NM  0.00 NM  0.00 NM	1	\$650.00 \$500.00 \$1,000.00
E 7 KSNV  2012 S  St  Week: 08  E 8 KSNV  KSNV  St  Week: 08  E 9 KSNV  TODA'  St  Week: 08  E 10 KSNV  WHEE  St  Week: 08  E 11 KSNV  WHEE  Week: 08	V 08/06/1: redited REDIT-R 08/07/12 SUMMER art Date 8/07/12 08/11/1 EARLY N art Date 8/06/12 V SHOW art Date 8/13/12 V 08/07/12 L OF FOR art Date 8/07/12 L OF FOR art Date 8/13/12 L OF FOR art Date 8/13/12	2-08/12/12 N EFUND] 2 08/13/12 OLYMPICS: End Date 08/13/12 2 08/11/12 EWS End Date 08/12/12 2 08/14/12 II End Date 08/19/12 2 08/13/12 RTUNE End Date 08/13/12 2 08/14/12 RTUNE End Date 08/13/12 RTUNE End Date 08/13/12 2 08/14/12 RTUNE End Date 08/19/12	Olympics Late Ne Late News during LATE NEWS 7/ Weekdays M-WTFSS Sa-Su Early New Sa-Su Early New WeekdaysS- M-F Today Show M-F Today Show Weekdays -T M-F Wheel M-F Wheel of Fo Weekdays M-WTF M-F Wheel M-F Wheel of Fo Weekdays -T	ews 3 CM g Olympics  Spots/Week 3 s CM /s  Spots/Week 1 II 3rd H0M / II  Spots/Week 1 CM rtune Spots/Week 1 CM rtune Spots/Week	Rate \$1,000.00 5pm-630pm Rate \$650.00 9-10a Rate \$500.00 7-730pm	Rating 0.00S-  Rating 0.00S-  Rating 0.00 -T  Rating 0.00 MTWTF  Rating 0.00	:30 :30 :30	1 1	\$1,000.001 \$650.001 \$500.001 \$1,000.001	0.00 NM  0.00 NM  0.00 NM	1	\$650.00 \$500.00 \$1,000.00

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**KSNV** 

Order / Rev: 105171

Advertiser: Patriot Majority

Alt Order #: 06839014 Product Desc: Issue

Estimate:

08/07/12 - 08/14/12 Flight Dates:

1565

**Inventory Code** Break Start/End Time Len Spots Ln Ch Start End Days Rate Pri Rtg Type Spots Amount RACHEL RAY End Date Spots/Week Start Date Weekdays Rate Rating Week: 08/13/12 08/19/12 \$325.00 0.00 E 13 KSNV 08/14/12 08/14/12 CM 12-1230pm :30 \$425.001 0.00 NM Noon News \$425.00 Noon News **NEWS 3 AT NOON** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 \$425.00 0.00 E 14 KSNV 08/14/12 08/14/12 :30 \$425.001 0.00 NM The Tonight Show CM 1135p-1237a -T----1 \$425.00 Tonight Show TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 \$425.00 0.00 E 15 KSNV 08/14/12 08/14/12 M-F Today Show III 4th &M \$325.001 10am-11am -T----:30 0.00 NM \$325.00 1 Today 4th Hour TODAY SHOW III **End Date** Spots/Week Rating Start Date <u>Weekdays</u> Rate 08/19/12 \$325.00 Week: 08/13/12 0.00 6-7a E 16 KSNV 08/07/12 08/13/12 M-F 6-7a WakeUp w/WaQM :30 \$700.001 0.00 NM \$2,800.00 MTWTF--M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/07/12 08/13/12 M-WTF--\$700.00 0.00 E 17 KSNV 08/07/12 08/13/12 M-F 6-7a WakeUp w/Wa@M \$700.001 6-7a MTWTF--:30 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Start Date **End Date** Rating <u>Weekdays</u> Rate M-WTF--\$700.00 Week: 08/07/12 08/13/12 0.00 1 \$1,000.001 E 18 KSNV 08/07/12 08/13/12 M-F Jeopardy CM 630-7pm MTWTF--:30 0.00 NM \$1,000.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/07/12 08/13/12 M-WTF--1 \$1,000.00 0.00 M-F Jeopardy 0.00 NM E 19 KSNV 08/14/12 08/14/12 1 \$1,000.001 CM 630-7pm -T----:30 \$1,000.00 M-F Jeopardy **JEOPARDY** Spots/Week **End Date** Rating Start Date <u>Weekdays</u> Rate Week: 08/13/12 08/19/12 1 \$1,000.00 0.00 E 20 KSNV 08/07/12 08/13/12 M-F Early News CM 5-630p MTWTF--:30 2 \$1,000.001 0.00 NM 2 \$2,000.00 M-F Early News **EARLY NEWS** Start Date Spots/Week **End Date** Weekdays Rating Rate Week: 08/07/12 08/13/12 M-WTF--\$1,000.00 0.00 E 21 KSNV 08/14/12 08/14/12 M-F Early News CM 5-630p :30 1 \$1,000.001 0.00 NM \$1,000.00 -T----M-F Early News **EARLY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 \$1,000.00 0.00 E 22 KSNV 08/07/12 08/13/12 M-F Early News CM 5-630p MTWTF--:30 6 \$1,000.001 0.00 NM 6 \$6,000.00 M-F Early News **EARLY NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating M-WTF--Week: 08/07/12 08/13/12 6 \$1,000.00 0.00 E 24 KSNV 08/14/12 08/14/12 Dr. Phil CM 3-4p -T----:30 \$450.001 0.00 NM \$450.00 1 Dr Phil DR. PHIL Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/13/12 08/19/12 \$450.00 0.00 NEWS 3 at 4 (1 HOUR)CM E 25 KSNV 08/07/12 08/13/12 4-5pm :30 \$600.001 0.00 NM MTWTF--1 \$600.00 (4:00 PM-4:30 PM) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR

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Order / Rev: 105171

103171

Advertiser: Patriot Majority

Alt Order #: 06839014

Product Desc: Issue

Flight Dates: 08/07/12 - 08/14/12

Estimate: 1565

KSNV

Totals

\$62,025.00

Ln Ch Sta	art End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 25 KSNV 08/0	07/12 08/13/12	NEWS 3 at 4 (1 H 4PM NEWS (1 ho	,	4-5pm (4:00 PM-4:	MTWTF 30 PM)	:30	1	\$600.001	0.00 NM	1	\$600.00
FIRST NEW	S 3 AT FOUR		, ui )	(1.001111111	30 · ····)						
<u>Start Da</u> Week: 08/07/12		<u>Weekdays</u> M-WTF	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
E 26 KSNV 08/1	4/12 08/14/12	,	,	4-5pm	-T	:30	1	\$600.001	0.00 NM	1	\$600.00
FIRST NEW	S 3 AT FOUR	4PM NEWS (1 ho	our)	(4:00 PM-4:	30 PM)						
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/13/12		-T	1	\$600.00	0.00	.20		\$700.001	0.00 NIM		Ф <b>7</b> 00 00
E 27 KSNV 08/0		NEWS 3 at 4 (1 F 4PM NEWS (1 ho		4-5pm (4:00 PM-4:	MTWTF 30 PM)	:30	1	\$700.001	0.00 NM	1	\$700.00
FIRST NEWS Start Da	S 3 AT FOUR te End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/07/12		M-WTF	<u>5pots/Week</u>	\$700.00	0.00						
E 28 KSNV 08/0	7/12 08/13/12	,	,	4-5pm	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS 4 AT	430P	4PM NEWS (1 ho	our)	(4:30 PM-5:	00 PM)						
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/07/12		M-WTF	1	\$700.00	0.00			<b>A</b> 700.004	0.00.104		<b>#</b> 700.00
E 29 KSNV 08/1	4/12 08/14/12	NEWS 3 at 4 (1 F 4PM NEWS (1 ho	,	4-5pm (4:30 PM-5:	-T 00 PM)	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS 4 AT	430P	- (	,	, , , ,	,						
Start Da Week: 08/13/12		<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
E 30 KSNV 08/0		•		4-5pm	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWC 4 AT	420D	4PM NEWS (1 ho	ur)	(4:30 PM-5:	00 PM)						
NEWS 4 AT Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 08/07/12		M-WTF	1	\$700.00	0.00						
E31 KSNV 08/0	07/12 08/13/12	, ,		7pm-12am	MTWTFSS	:30	4	\$6,000.003	0.00 NM	4	\$24,000.00
2012 SUMMI	ER OLYMPICS	Olympics Primetir : PRIME COVERA	ne								
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 08/07/12 E 32 KSNV 08/0		M-WTFSS Today Show	CM	\$6,000.00 658a-9am	0.00 MTWTF	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
L 32 NOIV 00/0	77/12 00/13/12	Today Show	Civi	0304-94111	MITWIF	.50	2	ψ1, <del>4</del> 00.001	0.00 14101		ψ2,000.00
TODAY SHO		M/a aladana	0	Data	Dathan						
Start Da Week: 08/07/12		<u>Weekdays</u> M-WTF	Spots/Week 2	Rate \$1,400.00	Rating 0.00						
E 33 KSNV 08/0		•	CM	658a-9am	MTWTF	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY SHO	١٨٨	Today Show									
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/07/12		M-WTF		\$1,400.00	0.00						
E 34 KSNV 08/1	4/12 08/14/12	Tues PR 8-10p Tuesday Prime 8-	CM 10pm	8-10pm	-T	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00
AMERICA'S	GOT TALENT		тории								
Start Da		<u>Weekdays</u> -T	Spots/Week	<u>Rate</u>	Rating						
Week: 08/13/12 N35 KSNV 08/1			CM	\$4,000.00 4-430am	0.00 M	:30	1	\$175.001	0.00 NM	1	\$175.00
100 110111 00/1	CO/TO/TE	Early Today	3		• •	.50	•	Ų J.00 i	3.33 14141		ψ.,σ.σσ
Start Da			Spots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	M	1	\$175.00	0.00						ФСО 00F 00